EASY PRO REVIEWS

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Introduction

You will have heard most of the gurus and marketing experts tell you you should build a list.

And that is great advice. It is still the best way to be able to send free targeted traffic to existing and potential customers.

Long term it is the best way to make money.

The basic method for collecting and using email addresses is as follows.

1. Add the URL of an opt-in form in the "Bonus Email Address or Opt-In Form Url" field in the Create Review Page form. This will put a clickable link on your review page for buyers to collect their bonuses.
2. Automatically deliver the free products to the subscribers when they join your list. This is achieved using an automated email and an automated redirect.
3. Use follow up emails at timed intervals to promote more affiliate products. This means more sales and money for you :)

This document explains how you can easily build a list with Easy Pro Reviews.

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What You Need To Build A List

You will need
1. A list to hold your email addresses (or subscribers)
2. An autoresponder to send automated emails to your subscribers.
3. An Opt-in form to allow visitors to enter their emails and become subscribers.

In practice this is all done by an email service for you.

Email/Autoresponder Service

To build an email list you will need an email autoresponder service. We recommend GetResponse or Aweber because these guys specifically support affiliate marketing, have along history of delivering services, are always updating and adding features.

If you need a new account you can get a 30 day free trial from the link below

[Get Response 30 Day Free Trial](#)

Each service will be slightly different in the way you need to set up your email capture process but the process will be very similar in each case.

Whatever service you are using (GetResponse, Aweber etc) you are best to check the knowledge-base or even just Google the question...How do I *do something* with *your service name*?........

Detailed Steps

Create A List

Initially you need to create a list in which to store your emails. So for example with GetResponse you would use the following guide.

https://www.getresponse.com/help/getting-started-with-getresponse/how-do-i-create-a-new-contact-list.html

At this stage just create the list with a suitable name.

Add An Autoresponder

Next step is to add an autoresponder. This is the thing that sends out emails automatically to the subscribers on your list.

There are two important types of email to understand.

1. First email that is sent out immediately anyone subscribes to your list. This will be a "welcome to my

list" type email and include the URL or other access to the free products the subscribers signed up for.

2. Follow-up emails. These are emails sent at scheduled intervals (days). They are usually used to promote other related affiliate products but you can give your list more free stuff and/or helpful information if you want.

To add an autoresponder use the following guide for GetResponse.

https://www.getresponse.com/help/working-with-messages/working-with-autoresponders/how-do-i-create-an-autoresponder.html

or search for the specific guide for your autoresponder.

In GetResponse you will create your autoresponder and create the initial (first) email that will give the subscribers their free products. i.e. Include the Bonus Delivery URL in the email.

Also ensure you set the it to Day 0 as this means it will be delivered immediately after sign-up.

Create An Opt-In Form

These services and many others allow you to create opt-in forms. These are simple forms that allow a visitor to enter their email address in exchange for the free product you are offering. When the email address is added the first email

address will be sent by the autoresponder.

Optionally, it can also redirect the subscriber to a custom page. This can be as simple as the Bonus Delivery Page URL. I will explain how to set this up a little later.

Each service will be slightly different in the way they create opt-in forms but the process will be very similar in each case.

For example you will find details for creating opt-in forms for GetResponse below.

As mentioned it may be best to check with the service (or Google) for the latest version of the instructions as they update their systems quite often.

https://www.getresponse.com/help/building-contact-lists/forms-and-pop-ups/how-do-i-create-a-form.html

Follow the instructions above to create your opt-in form. Keep it very simple. Just first name and email address.

Use the Preview link to see what your form looks like. Keep editing until you are happy with your form.
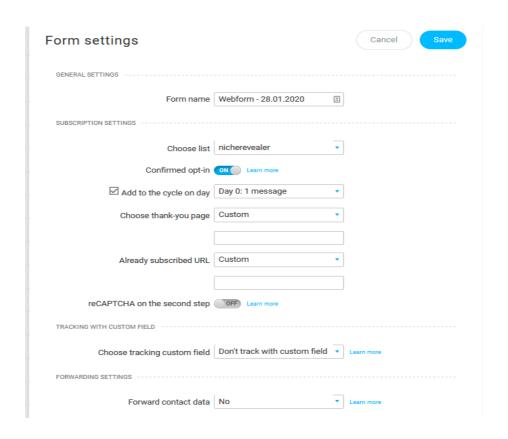
Opt-In Form Settings

When you are happy with your form you will need to add in the custom Thank-You page URL. This is sometimes called the Confirmation Page. Either way it is where the subscriber is redirected to after signing up.

In this case Click the Settings link at the top right of the form creator and choose CUSTOM from the Choose Thank-You Page selector. In the new field add the Bonuis Deliver Page URL.

Do the same with the Already Subscribed field.

When done click SAVE to save the settings. This will ensure the subscriber is sent to the Bonus Delivery URL after subscribing.

Optionally you could create a specific landing page with the bonus link on and additional information and even further promotions.

Publish Your opt-In Form

After saving your settings click the PUBLISH button and you will be given a few options.

The simplest by far is to select – GetResponse will host my form. This means you do not need a web site or hosting.

You will be given a URL to the form as seen in the screenshot below.

Who will publish this form to your website?

○ I will install the form myself
I'm comfortable with HTML and I have access to edit my pages

○ My web designer will install the form
My web designer knows HTML and has access to my pages for editing

◉ GetResponse will host my form
Host your form on the GetResponse server

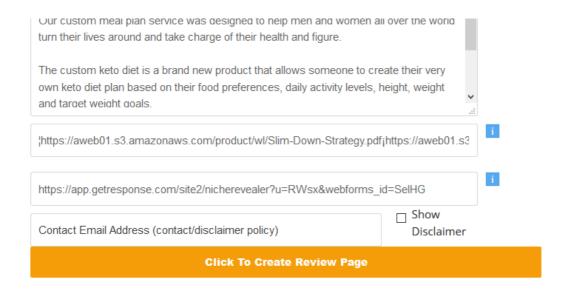Your form link: https://app.getresponse.com/site2/nicherevealer?u=RWsx&webforms_i   COPY

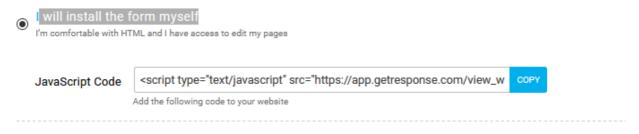Simply copy the link shown and paste it into the

Bonus Email Address or Opt-In Form URL field in your Create Review form.

You will now have something like the screenshot below.

Optionally you could choose "I will install the form myself". In this case you will get a Javascript or HTML code. This code will be your opt-in form.

You will need to copy/paste that code into another HTML

page or add to a WordPress page or similar. It is a little more complicated but for those who are familiar with the process it may be your preferred option. It means you can add additional information and even promotions to your own html page.

Adding Follow-Up Emails To your Autoresponder

The real advantage to building a list is that you can now market to those subscribers on your list.

To do that automatically you can add as many follow up emails as you like to the autoresponder.

In practice try to send 3-4 emails promoting the same product then change products and send 3-4 more for that product, and so on.

Try one product per week to start. That is 3-4 emails a week.

Conclusion

You have now completed your email capture system with Easy Pro reviews.

To recap:

- ✔ Create a list
- ✔ Create an autoresponder and add first automated email to send immediately.
- ✔ Email should contain your Bonus Delivery Page URL
- ✔ Create an Opt-In form.
- ✔ Add Custom Thank-you (Confirmation) page. This will be your Bonus Delivery Page URL as well.
- ✔ Publish your Opt-In form. Use Email services hosting if possible.

Now when someone purchases your affiliate product they can claim their bonuses by clicking a link on your review page.

This will open the opt-in form and the buyers can add their email address. When they subscribe to your list they will be redirected to the Bonus Delivery page and sent an email with the Bonus Delivery page included.